

**Attachment 2**

**Resumes**

**OFFICIAL FILE**

I.C.C. DOCKET NO. 04 0440  
Exhibit No. 1  
Witness [Signature]  
Date 9/15/04 Reporter [Signature]

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# Matthew N. Simpson

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## Objective

To assist my clients in achieving their goals in the competitive telecom industry.

## Experience

2002-current                      Symatec Communications, LLC                      Dallas, TX

### **President and Chief Executive Officer**

- Started and operated Symatec Communications, LLC, a certified facilities-based CLEC in Texas (SPCOA #60551).
- Negotiated interconnection agreements with Sprint, Verizon, and SBC in Texas for Symatec.
- Led Symatec in offering service to residence and business customers in the state of Texas.
- Designed, built, and managed the TxLink Network, a B2B supplier of ISP solutions. TxLink Networks provided out-sourced products to ISPs including RADIUS provisioning, unbundled products such as email boxes, corporate email filtering, server co-location, and ADSL line-splitting CLEC consulting services. TxLink grew quickly, and was profitable for Symatec from the first day, providing services and consulting to over twenty ISPs and CLEC clients.

2002-current                      American Discount Telecom, Inc. Las Vegas, NV

### **Chief Operating Officer and Secretary - Treasurer**

- Managed staff of sales and customer service personnel.
- Oversaw American Discount Telecom's CLEC operations in the state of Nevada and the state of Montana. Negotiated interconnection agreements with SBC Nevada, Qwest, and Sprint.
- Responsible for secretary and treasurer duties for the corporation. Oversaw contract management with vendors and clients, as well as financial and auditing responsibilities.
- Designed and built VoIP SIP soft-switch with Class 5 calling features, PSTN interface over PRI, proxy SIP interconnection, and least cost routing – ADT was then able to offer VoIP consulting services and has ability to wholesale / retail VoIP phone services
- Designed and implemented 802.11 "WiFi" wide area network utilizing 5.8 and 2.4 gig bands – ADT was then able to offer WiFi consulting services and has ability to wholesale / retail its WiFi network
- Gave seminars on CLEC operations to over fifty CLEC clients with outsourced CLEC vendors including LD, voicemail, billing (end user and CABS), and back-office. Gave provisioning classes on ILEC interfaces such as LEX and WISE.
- Designed and implemented RADIUS value added network for ADT's ISP clients with GUI provisioning interface, accounting, and features – ADT clients are able to provide dialup and DSL internet services

through this system as well as spam and virus protected email with no equipment investment.

- Responsible for provisioning and implementation of advanced services such as UNE and Resale DS-1, DS-3, ISDN BRI, and PRI orders with ILECs for ADT and ADT's clients.

1998-2002

ECTISP

Waxahachie, TX

**Network Engineer**

- Managed digital Internet network for ISP – installed and maintained Cisco enterprise routers, Catalyst switches, Ascend MAX remote access equipment, Lucent Stinger DSLAM equipment, and end-user CPE equipment.
- Designed, programmed, and implemented a UNIX based software solution that applied rules based spam and virus processing to incoming email – saved ECTISP 50% in wasted bandwidth costs and decreased end-user churn due to EU dissatisfaction.
- Completed server farm migration from Windows NT to hybrid NT/UNIX server farm – took ECTISP network reliability to a level of "5 nines" uptime.
- Designed, programmed, and implemented a full-featured Web-based email software package to serve ECTISP's customers POP3 email.

1998-2000

Symatec Computer

Waxahachie, TX

**Sole Proprietor**

- Started small business retail computer store and computer repair center.
- Within two months saw sales of \$10,000 monthly in computer desktop and peripheral sales. Saw sales of \$5,000 monthly in computer repair services.
- Managed staff of four (two salespeople and two technicians) to effectively serve amount of customers Symatec was assisting.
- Did onsite computer consulting for small to mid sized businesses in the DFW market area.
- Sold business in 2000 to pursue opportunity with ECTISP.

**Education**

2002-current

Navarro College

Waxahachie, TX

- Taking night classes and working towards B.A. degree in Business Administration and Business Law.
- Maintain a 4.0 GPA.

**References**

See attachment

**Vanessa Joy Wilson**

Current Address:  
7820 Pasteur Ct.  
Fort Worth, TX 76133  
(817)-401-2834 cell

**Education**

Texas Christian University Fort Worth, TX  
Bachelor of Business Administration, Dec 2003  
Entrepreneurial Management, Major

**Skills**

MS Word, Excel, Power Point, MS Access, SBC OSS Systems -  
EBTA, LEX, Verigate, Sord, EASE, BEASE, & Verizon Gateway  
Wise, ADP Auto Pay & Easy Pay Payroll, E-Time, QuickBooks,  
Inter-Tel Axxess Programming (phone system)

**Experience**

*EXPRESS TELEPHONE SERVICES*  
~~Symatec Communications, LLC~~

*Director of Operations* July 1999- Present

Established Provisioning, Sales, & Customer Service processes  
residential and business customers  
Created internal policies and procedures for customer service  
Implement basic ordering process for digital circuits  
Provisioning orders for SBC - Texas, Oklahoma, & California  
Provisioning orders for Verizon - Texas & California  
Created Annual, Access Line, & Competition Reports to PUC  
Established Process for paying Comptroller  
Created and Implemented Inside Maintenance Plan  
Implemented process of unlimited long distance program  
Assisted with EDI implementation  
Processed complaints for the PUC, BBB, Office of Attorney  
General and FCC  
Created, implemented and trained Repair program  
Created Preordering process for SBC, Pacific Bell, and Verizon's  
Implemented ADP Auto Pay & Easy Pay Payroll System  
Designed and implemented training manual for the call center  
Responsible for managing Customer Services, Provisions,  
Billing, & Sales  
Implemented Accounting System (Quick books)  
Resolved conflicts that Express not with SBC and Verizon  
Central Point of Contact for SBC and Verizon  
Created reconciliation process for analyzing SBC and Verizon  
bills

Budget Rent a Car  
*Sales Representative*

Jun 1997-July 1999

**Activities**

Study Abroad in England - Reviewed Health Care System  
Summer 1998  
Study Abroad in Kenya - Volunteer/Assisted in Health Care  
Program Summer 2001

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#### Objective

I am seeking an exciting opportunity within an organization that will allow me to enhance my proven capabilities in marketing. I am personable, as well as a charismatic, highly motivated individual with the drive to succeed in today's competitive marketplace. I work effectively with coworkers and clientele, which enables me to exceed expectations of executive management. Currently, I am working multiple projects and must be able to adapt to change, make quick decisions, and drive teams of people to accomplish multiple tasks daily. I have proven to myself, as well as my colleagues, that I am capable of overcoming pressure and inevitable roadblocks in the volatile telecommunications industry.

#### Work Experience

Symatec Communications, LLC, a reseller of SBC and Verizon  
North Richland Hills, Texas  
September 2003-Present

##### Director of Marketing/Inside Sales Manager

- Responsible for directing all B2C marketing activities encompassing multi-channel mediums
- Develop marketing plans & activities for specific products or services to establish product placement within targeted geographic regions
- Developed and executed marketing plans for new or emerging services inclusive of the product, price, promotion, place, people and process strategies within the context of the rest of the product portfolios & competitive landscape
- Oversee market research, monitor competitive activity, and identify customer needs
- Establish pricing strategies
- Interface with IT and operations, to develop new products or enhance existing product lines such as inside wire maintenance insurance, cellular phones, Internet, and voice mail
- Assist in creative development for targeted campaigns over multiple mediums which include print, outdoor, television, radio, direct mail, outbound, and email
- Serve as secondary media buyer
- Develop monthly and yearly advertising budget to maintain low cost per order
- Assist in the project planning and implementation of offering service in new markets
- Establish and maintain relationships with outside vendors, independent agents, advertising agency accounts executives to facilitate marketing and customer relations efforts
- Introduce and implement new products and services such as: inside wire maintenance insurance, cellular phones, Internet, and voice mail to assist in increasing revenue
- Direct team of 25 inbound sales representatives and marketing analyst who are responsible for marketing multiple products and services
- Develop scripts, ensure proper scheduling, monitor, motivate, and implement incentive programs for Inside Sales team to ensure the proper sales process is being followed
- Responsible for ensuring terms and conditions are communicated, implemented and directed to the customer through billing and website

- Write copy for TV, radio, billing inserts, and print advertisements
- Currently assisting on developing a new agent program to increase customer headcount
- Serve as part of Senior Management and report directly to the CEO

Comm South Companies, (CLEC reselling SBC, Verizon, Bell South, etc.)  
 Dallas, Texas  
 March 2001-August 2003

Director of Customer Acquisition/Product Brand Manager

- Directed the development of B2C products, services, and marketing campaigns to organically acquire new customers
- Participated in creating and implementing B2B phone serves, branded as Bizzline to SOHO's.
- Assessed potential profitable markets and implemented new pricing structure in areas after evaluating ILEC and CLEC competitors, COGS, and UNEP/TSR certifications
- Worked with direct response agency to develop logistic regression model to determine who Comm South's target customers were in order to target campaigns and create the proper value propositions with more accuracy
- Managed direct mail campaign test that yielded over 2% response rate using results of regression analysis
- Managed entire marketing programs and assisted in creative development for targeted campaigns over print, television, radio, direct mail, and email mediums
- Created business cases and subscriber models to determine potential profit margin or losses and target costs of acquisition as a result of implementing marketing campaigns or new pricing structure
- Established and maintained relationships with outside vendors, independent agents, and marketing and sales representatives to facilitate marketing and customer relations efforts
- Introduced and implemented new products and services such as long distance, voice mail, and inside wire maintenance programs to increase per customer revenue
- Extracted daily reports and analyze/track new adds and churn in order to document marketing campaign successes
- Analyzed reports current customer information such as zip codes, saturation of cities, payment methods, and other activities to determine proper targeting of future prospect customers
- Creatively utilized guerilla marketing techniques to advertise new products utilizing bill marquees, billing stuffers, outbound IVR messages, on-hold messages, website, and emails
- Developed scripts for Telesales team to ensure proper questions are being asked for outbound/inbound calling campaign in order to facilitate the up selling process
- Responsible for written communication and notification by letters, emails, and press releases; directed content in CSC website
- Heavily involved with customer retention and loyalty programs, sweepstakes, implementing surveys to better understand customers needs, and the overall retention effort
- Led quality assurance project to ensure over 600 rate changes/offers were implemented correctly in OSS system
- Responsible for creating packaging/pricing for newly developed Affinity Marketing Program
- Assisted with the sales efforts to generate new organizations to market CSC's services through affinity giveback program

United Parcel Service (UPS)  
Mesquite, Texas  
November 1997-March 2001

Corporate Recruiter, Human Resources

- Responsible for the recruiting efforts in the Northeast Texas district
- Represented UPS at various career expos and job fairs
- Recruited for exempt and non-exempt employees which include, but not limited to: Package handlers, Package car drivers, Driver Helpers, Recruiters, Interns, Customer Counter clerks, Data Entry Clerks, Business Development staff, Account Managers, International Account Executive, and IT staff for the Technical Service Group
- Maintained public relations by participating in community activities necessary to support UPS's corporate mission and strategy
- Assisted in planning and hosting on-site college fairs to promote area schools and UPS's tuition reimbursement program to 2000+ employees
- Assisted in recruitment, development, training, and mentoring of new recruiters
- Met weekly quotas in regard to immediate staffing needs
- Responsible for bringing in new recruiting sources on a monthly basis by cold calling, networking, and internet researching
- Sold, presented, and provided an in-depth knowledge of UPS's career opportunities to potential employees
- Established and maintained relationships with key universities, community colleges, trade schools, Texas Workforce Commissions, and charitable organizations to help facilitate the recruiting efforts
- Assisted with monitoring affirmative action commitments and abided by EEOC guidelines when hiring
- Responsible for setting off-site recruiting/job fair schedule to comply with staffing needs
- Maintained UPS's Earn and Learn tuition reimbursement program for employed students at various local colleges
- Surveyed colleges to acquire an accurate picture of the ideal job for students and presented my overall findings to Workforce Planning Manager
- Managed the hiring process, which included screening, scheduling, interviewing, reference and background checking, and completed new-hire documentation

Education

Amberton University  
Garland, Texas  
Master's Degree, MBA-Management  
Expected Graduation Date 7/2004

University of Texas at Dallas  
Richardson, Texas  
Bachelor's Degree-Cum Laude Graduate  
Bachelor of Arts in Interdisciplinary Studies with a concentration in Human Resources  
This particular degree plan focuses on three disciplines, which also include Business Management and Sociology.

Awards and Recognitions

Awarded Employee of the Month, June 2001 and Employee of the Year 2001, Comm South Companies